

UNIVERSITI TEKNOLOGI MARA

**MakeUp4You – A Community Portal Development for
Makeup Artist (MUA) Services in Shah Alam**

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ABSTRACT

This project is about the development of Web Based Community Portal for Makeup Artist (MUA) in Shah Alam. There are several problems identified which are the difficulty to find the right makeup artists and the competition among makeup artist to get paid job. The aims of developing this community portal for the Makeup Artist are to help the community reach the right group of makeup artist and to help increase visibility of the makeup artist among customers. The objectives of this developments are to identify the user requirement for the community portal development of makeup artist services in Shah Alam, to design, and to develop a community portal for makeup artist services in Shah Alam. The scope of this project would be the people who need makeup artist service for their purposes and those makeup artists that use online platforms to increase their visibility among customers. The analysis was done through survey using Google Form for people who have any experience in getting makeup artist services. An interviewed also has been conducted with one of the amateur makeup artists who has been working as a makeup artist for more than 5 years. This community portal used Web Development Life Cycle (WDLC) methodology as a specific procedures and techniques which are identified, analysed, designed, and developed the MakeUp4You community portal. The significances of this project are to serve users with the best makeup artist services and helped the makeup artist getting in touch with the clients and other makeup artists on the community portal. As for the future work, the MakeUp4You community portal will be used by makeup artists as a platform for them to increase their visibility among the customers.

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CHAPTER 1

INTRODUCTION

This chapter provides the overviews of the project and discusses the problem statement of this project, objectives, scope, and project significances.

1.1 Project Background

Makeup was one of the devices to make an individual look extra different from their original appearance. For example, makeup can be used in several different ways to build a natural form of glamor for a bridal to produce a better look on a wedding day. Some used makeup for acting like sort of ghost makeup for a thriller film, and many more. Furthermore, most women felt that they were more physically attractive with makeup, and often overestimated their attractiveness with the makeup, while underestimating their attractiveness without makeup.

Today, so many applications on makeup artist have been developed, such as an augmented reality face makeup device, which aim to assist consumers by improving their imagination in makeup. This system utilized facial feature points which Kinect tracked and mapped to the 3D face model (Treepong, Mitake, & Hasegawa, 2018). When the user is applying makeup, the program will create a colour that synchronizes with the user's movement on the model. It will then map the results in real-time on the user's face using a projection mapping technique which allows users to see the appropriate colour for their skin tone.

Even though there is plenty of modern invention throughout the years to get better and realistic features for makeup itself, in most people the need for help in a human hand becomes a must. A make-up artist or (MUA) chooses the tasks to take over this job to boost someone's personality to make them appear glamorous and be more self-confident. Make-up artist services are a part-time career that attracts a lot of people's